

# ORDER



**Orders**  
**Order / Rev:** 168681  
**Alt Order #:** 08359582  
**Product Desc:** MIKE CRAPO FOR SENAT  
**Estimate:** 140  
**Flight Dates:** 09/19/16 - 11/13/16  
**Original Date / Rev:** 08/31/16 / 08/31/16  
**Order Type:** GENERAL

**KXLY**  
**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency Name:** Sandler & Innocenzi  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crapo for Senate ID (R)  
**Demographic:** HH  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/25/16	46	\$4,005.00	\$3,404.25
09/26/16	10/30/16	184	\$16,020.00	\$13,617.00
10/31/16	11/11/16	55	\$5,095.00	\$4,330.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	46	\$4,005.00	\$3,404.25	0.00
October 2016	184	\$16,020.00	\$13,617.00	0.00
November 2016	55	\$5,095.00	\$4,330.75	0.00
<b>Totals</b>	<b>285</b>	<b>\$25,120.00</b>	<b>\$21,352.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXLY	18%	\$25,120.00
Market	100%	\$139,555.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAYU	6%	\$8,373.33
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	37%	\$51,635.56
KREM	39%	\$54,426.67
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	09/19/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	24	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Product Desc: MIKE CRAPO FOR SENAT  
 Estimate: 140  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	09/19/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	24	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$50.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$50.00		0.00			
2	KXLY	09/19/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	4	\$20.00	P-3	0.00	NM	24	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$20.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$20.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$20.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$20.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$20.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$20.00		0.00			
3	KXLY	09/19/16	11/11/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	25	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$125.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$125.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					1	\$125.00		0.00			
4	KXLY	09/19/16	11/11/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	4	\$110.00	P-3	0.00	NM	26	\$2,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$110.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$110.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$110.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$110.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$110.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$110.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					2	\$110.00		0.00			
5	KXLY	09/19/16	11/11/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	4	\$140.00	P-3	0.00	NM	25	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$140.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$140.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$140.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$140.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$140.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$140.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					1	\$140.00		0.00			
6	KXLY	09/19/16	11/11/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	26	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$125.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$125.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					2	\$125.00		0.00			

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 Estimate: 140  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KXLY	09/19/16	11/11/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	25	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$125.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$125.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$125.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					1	\$125.00		0.00			
8	KXLY	09/19/16	11/04/16	7-730p M-F ET Tonight	CM	7-730p	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	24	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$50.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$50.00		0.00			
9	KXLY	09/19/16	11/11/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	4	\$115.00	P-3	0.00	NM	26	\$2,990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$115.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$115.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$115.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$115.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$115.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$115.00		0.00			
		Week: 11/07/16	11/13/16	MTWTF--					2	\$115.00		0.00			
10	KXLY	09/19/16	11/04/16	730-8p M-F Insider	CM	730-8p	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	24	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$50.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$50.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$50.00		0.00			
11	KXLY	09/19/16	11/04/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	4	\$70.00	P-3	0.00	NM	24	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--					4	\$70.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					4	\$70.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					4	\$70.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$70.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					4	\$70.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$70.00		0.00			
12	KXLY	09/24/16	11/05/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$50.00	P-3	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----1-					1	\$50.00		0.00			
		Week: 09/26/16	10/02/16	-----1-					1	\$50.00		0.00			
		Week: 10/03/16	10/09/16	-----					0	\$0.00		0.00			
		Week: 10/10/16	10/16/16	-----1-					1	\$50.00		0.00			
		Week: 10/17/16	10/23/16	-----1-					1	\$50.00		0.00			
		Week: 10/24/16	10/30/16	-----1-					1	\$50.00		0.00			
		Week: 10/31/16	11/06/16	-----1-					1	\$50.00		0.00			
13	KXLY	09/25/16	11/06/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$35.00	P-3	0.00	NM	6	\$210.00

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 Estimate: 140  
**KXLY**

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13	KXLY	09/25/16	11/06/16	This Week	CM	758-9a	-----1	:30	1	\$35.00	P-3	0.00	NM	6	\$210.00
				This Week		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/19/16	09/25/16	-----1	1	\$35.00	0.00								
		Week: 09/26/16	10/02/16	-----1	1	\$35.00	0.00								
		Week: 10/03/16	10/09/16	-----	0	\$0.00	0.00								
		Week: 10/10/16	10/16/16	-----1	1	\$35.00	0.00								
		Week: 10/17/16	10/23/16	-----1	1	\$35.00	0.00								
		Week: 10/24/16	10/30/16	-----1	1	\$35.00	0.00								
		Week: 10/31/16	11/06/16	-----1	1	\$35.00	0.00								
													Totals	285	\$25,120.00